

CLAIMS

1. A method for transmitting additional information in a communication system in which a first user of a communication system establishes a communication context with a second user of the communication system, **characterised in that** additional information is attached during the establishment of the communication context in the communication system and is transmitted to the second user.
2. The method according to Claim 1, characterised in that the additional information contains data which is indicated on the display of a second user in the format of an individual information unit, particularly an individual card.
3. The method according to Claim 1 or 2, characterised in that the additional information includes advertising.
4. Method according to any one of the preceding claims, characterised in that the additional information is transmitted to the second user in the negotiation of the context, particularly in a call set-up signal.
5. Method according to any one of the preceding claims, characterised in that the additional information is indicated on the display of the second user during signalling, particularly of a calling signal.
6. Method according to any one of the preceding claims, characterised in that individual user information is sent from the first user to the second user as data which is indicated on the display of the second user, alternating with the additional information.

7. Method according to any one of the preceding claims, characterised in that the additional information contains user-specific user information.
8. Method according to any one of the preceding claims, characterised in that the first user selects the additional information from a number of models before transmission.
9. Method according to any one of the preceding claims, characterised in that the first user selects an additional specific code for establishing the communication context in order to effect the transmission of advertising, as additional information, to the second user.
10. Method according to any one of the preceding claims, characterised in that at least one of the two users receives bonus points for subsequent redemption when advertising is sent as additional information to the second user.
11. Method according to any one of the preceding claims, characterised in that the first user selects desired additional information for transmission to the second user by entering a specific additional code.
12. Method according to any one of the preceding claims, characterised in that the additional information, particularly advertising, is dependent on the current location of the second user.
13. Method according to any one of the preceding claims, characterised in that at least the approximate location of the first or second user is determined by the communication system and in that the additional information, particularly advertising, which is

indicated on the display of the second user, is automatically selected by the communication system on a location-related basis.

14. Method according to any one of the preceding claims, characterised in that at least one of the users is able to activate a filter for preventing the attachment of unwanted additional information.
15. Method according to any one of the preceding claims, characterised in that the additional information is stored in a separate additional information device and is linked from there to the negotiation of the context, particularly the call set-up.
16. Method according to any one of the preceding claims, characterised in that the first user must be activated for receiving additional information in order to be able to send his own user information to the second user.
17. Method according to any one of the preceding claims, characterised in that at least one of the users is inquired whether the additional information is to be indicated on the display of the second user, in which case the display is dependent on the answer.
18. Exchange device for a communication system, with an exchange unit (16) which, when signalling is received, particularly a call set-up signal from a first user station (11), establishes a communication context (15a, 15b; 15a, 17a, 17b; 15a; 18a, 18b, 18c) to a second user station (12),  
and  
with an additional information device (14; 34; 35) for supplying additional information for selected user stations,

**characterised by**

a circuit which, when a call set-up signal is received from the first user station (11), effects the transmission of the additional information to the second user station (12) within the call set-up.

19. Exchange device according to Claim 18, characterised by a data processing unit which links the additional information to the data flow outgoing and/or initiated from the first user station (11).
20. Exchange device according to Claim 18 or 19, characterised by an additional information selection device which specifically selects additional information for transmission to the second user station (12) from a large quantity of additional information stored in an additional information memory (14a), depending on the user identification of the second user station (12).
21. Exchange device according to Claim 20, characterised in that the additional information selection device selects the additional information according to the location of the first or second user.
22. Exchange device according to any one of Claims 18 to 21, characterised by a fee recording unit in which fee data and/or fee reduction data are recorded for a user station, depending on clearance to receive additional information.
23. Exchange device according to any one of Claims 18 to 22, characterised by a comparator unit which permits or prevents the generation, transmission and/or storage of multimedia data, dependent on clearance of the first user station to receive additional information.

24. Exchange device according to any one of Claims 18 to 23, characterised in that the additional information contains data for display in the form of data cards.
25. Communication system with a plurality of user stations (11, 12) which are connected or can be connected via an interface (11a, 12a) to at least one communication network (13, 17, 19, 20; 31, 32, 33), characterised by an exchange device according to any one of Claims 18 to 24.
26. User station (11, 12) for a communication system, with an interface (11a, 12a) with a communication network (13, 17, 19, 20, 31, 32, 33) for connection to other user stations, a data memory for storing data, including image, audio, video and/or multimedia data,  
a display for displaying the data, and  
a device for transmitting data via the interface (11a, 12a),  
**characterised by**  
a processor unit for processing and displaying the data in the form of data cards, wherein the processor unit is designed to process and display additional information received from the communication network (13, 17, 19, 20; 31, 32, 33) on the display, which information is linked by an additional information device (14; 34, 35) in the communication network (13, 17, 19, 20; 31, 32, 33) to calling data from the first user station (11).
27. User station according to Claim 26, characterised in that the data cards in the data memory can be associated with one or more dialling addresses of other user stations.

28. User station according to Claim 26 or 27, characterised by a data card permission circuit which permits or prevents the generation and/or sending of the data cards, depending on an clearance of the user station (11, 12) to receive additional information.
29. User station according to any one of Claims 26 to 28, characterised in that the additional information from the communication network (13, 17, 19, 20; 31, 32, 33) can be displayed on the display in the form of additional information data cards.
30. User station according to any one of Claims 26 to 29, characterised in that the additional information can be displayed on the display alternately with the data cards.
31. User station according to any one of Claims 26 to 30, characterised in that the processor unit displays the additional information until the user station (11, 12) is dialled by another user station.
32. Control program for a communication system with a plurality of user stations (11, 12) and an additional information device (14, 34, 35),  
**characterised by** program steps for carrying out the method according to any one of Claims 1 to 15.
33. Control programme for user stations (11, 12) of communication systems (10, 30) with the following steps:  
receiving data and/or calling data from a memory, wherein the data contain at least one data set with image, audio, video, text and/or multimedia data;  
processing of the data set for indication on a display, wherein the data set can be displayed as a data card;

assignment of the data set to one or more stored user codes; and

sending of at least one data set representing a data card to at least one further user station when a clearance parameter represents an existing activation to reproduce additional data from a separate additional data device.

34. Control program according to Claim 33, wherein the user station (11, 12) is designed according to any one of Claims 26 to 31.